



WTIC-TV

ORDER

Print Date 10/18/12

Page 1 of 3

Flight Dates 10/22/12-10/28/12

Contract / Revision 385259 - 2

Original Date / Revision
10/18/12 10/18/12

Advertiser Courtney/D/2nd District/Con

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product

CONGRESS 2nd DISTRICT

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11824

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL3

Priority 03

Advertiser Ref

Order Share 12% Market Value 184458

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	38%	70094
4WVIT	30%	55337
5WTNH	20%	36891
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$18,814.75	\$22,135.00	0.00	10/01/12	10/28/12	46	\$18,814.75	\$22,135.00
Totals	46	\$18,814.75	\$22,135.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/22/12	10/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	11111--	:30	5	\$140.00	03	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--					5	\$140.00		0.00			
E 2	61	10/22/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11111--	:30	5	\$160.00	03	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--					5	\$160.00		0.00			
3	61	10/22/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	11111--	:30	5	\$75.00	03	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--					5	\$75.00		0.00			
4	61	10/25/12	10/25/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	---1---	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---					1	\$50.00		0.00			
5	61	10/22/12	10/24/12		CM	3p-4p	1-1----	:30	2	\$50.00	03	0.00	NM	2	\$100.00



WTIC-TV

Print Date: 10/18/12

Page 2 of 3

Contract / Revision **385259- 2** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser **Courtney/D/2nd District/Co** Product **CONGRESS 2nd DISTRICT** Estimate # **11824**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 3p-4p M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1- 1- - - -					2	\$50.00		0.00			
E 6	61	10/23/12	10/25/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- 1- 1- - -	:30	2	\$225.00	03	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1- 1- - -					2	\$225.00		0.00			
7	61	10/22/12	10/24/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1- 1- - - -	:30	2	\$225.00	03	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1- 1- - - -					2	\$225.00		0.00			
E 8	61	10/22/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	11111- -	:30	5	\$225.00	01	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111- -					5	\$225.00		0.00			
9	61	10/23/12	10/25/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 111- - -	:30	3	\$300.00	03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 111- - -					3	\$300.00		0.00			
E 10	61	10/22/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1- - - 1- -	:30	2	\$400.00	03	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1- - - 1- -					2	\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	61	10/22/12-10/28/12	M-F 730p-8p		730p-8p	M- - - - F- - - -	:30		(\$400.00)		0.00	NM		
				Credited											
	3	61	10/22/12-10/28/12	M-F 730p-8p		730p-8p	M- - - - F- - - -	:30		(\$400.00)		0.00	NM		
				Credited											
E 11	61	10/26/12	10/26/12	Fri Prime B Fringe	CM	9p-10p	- - - - 1- -	:30	1	\$800.00	03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - 1- -					1	\$800.00		0.00			
12	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	- 2- - 2- -	:30	4	\$1,100.00	03	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 2- - 2- -					4	\$1,100.00		0.00			
13	61	10/22/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	11111- -	:30	5	\$250.00	03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111- -					5	\$250.00		0.00			
14	61	10/28/12	10/28/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	- - - - - 1	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - 1					1	\$250.00		0.00			
15	61	10/26/12	10/26/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- - - - 1- -	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - 1- -					1	\$85.00		0.00			
16	61	10/27/12	10/27/12	World Series on FOX World Series Game #3	CM	730p-11p	- - - - - 1-	:30	1	\$5,000.00	03	0.00	NM	1	\$5,000.00



WTIC-TV

Print Date: 10/18/12

Page 3 of 3

Contract / Revision **385259- 2** Flight Dates **10/22/12-10/28/12**Hiatus DatesOriginal Date / Revision 10/18/12/ 10/18/12Order Sep 00:15:00Advertiser **Courtney/D/2nd District/Co** Product **CONGRESS 2nd DISTRICT** Estimate # **11824**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	61	10/27/12	10/27/12	World Series on FOX World Series Game #3	CM	730p-11p	-----1-	:30	1	\$5,000.00	03	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-			1			\$5,000.00			0.00		
17	61	10/28/12	10/28/12	NFL on FOX Late Giants:Sun 4p-730p	CM	4p-730p	-----1	:30	1	\$3,500.00	03	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1			1			\$3,500.00			0.00		
N18	61	10/22/12	10/26/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1---1--	:30	2	\$950.00	01	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	1---1--			2			\$950.00			0.00		
Totals														46	\$22,135.00